Advanced Marketing

Lynette Ward
AF Small Business Solutions Center

Assumptions

- You’ve gotten your first government contract
- You’re performing successfully
- You want repeat business with that customer
- You want to develop/expand your customer base

Basics

- Everyone knows to do their homework
  - Who buys what you want to sell
  - Ability to solve potential customers issues/needs
- Website searches
- Fed Biz Opps
- Small Business Specialists
- SBA, SBDCs, PTACs
- CCR Registration

Revisit the Basics

- Sources Sought/RFIs
- Responding to in-depth Market Research surveys
- Responding to draft RFPs (helps to shape the terms and conditions)
- Teaming
- Mentor
- Use the SBA to resolve issues/seek opps

How to approach customers

- Using the small business specialist
- Learn to network
  - Start with smaller groups (associations, clubs)
  - Join committees (chambers of commerce, etc.)
  - Arrive early to events
- Practice your presentation skills (learn different approaches for diverse customers)
- Keep an UPDATED brochure, business card on you at all times
- Be a better listener – positive and sincere
- Stay in touch – build your network

Getting Referrals

- Use your current customer base as a starting point
  - Ask about their “other” needs; similar organizations in other agencies; ask for a referral
- The law of attraction: Attract, don’t chase, new clients
- Customers vs. clients (customers do business with others as well as your firm, clients are exclusively yours)

Using Technology

- Your Website
  - Does it say what you want it to say?
  - When was it last updated?
  - Does it draw customers in?
  - Testimonials
- What's your "google" placement?
  - Keywords and Search Engines
- You Tube/Face Book/MySpace Blogs

Old Standby's

- Radio Ads
- Television marketing
  - Knowing the right times
- Press releases
- Yellow Pages
  - Local on-line business directories
- Trade Journals
  - Write your own article, success stories

The Art of Presenting

- Capability presentations
  - Start with current customers
  - Ask them who else might be interested
  - What can your product/service do for them!!
- Outreach events, demos
  - Pick the most appropriate events
  - Market the fact that you will be there and what you will be showing
    - Use your website, flyers, ads, co-sponsorship, get on the agenda

Marketing Literature

- Appropriate to the situation
- Sends the message you want sent
- Explains your products and services thoroughly
- Contact info!!

Follow-Up

- Once you've made your case, encourage customers to take the next step, then give them the chance to take that action
- Give them a reason why (save money, save time, etc.)
- Ask for an appropriate time to follow-up, to provide more info
- Leave literature or samples/reminders
- Follow up!

Common Sense

- Punctuality
- Professional image
- Time management
- Preparation/advance planning/research
- Clarity, synchronicity
- Spelling, grammar
- Eye Contact
- Honesty
- Enthusiasm

Summary

- Research/homework
- Don’t neglect your current contacts
- Request referrals
- Expand your horizons/join groups
- Network, network, network
- Experiment
- Analyze results
- Repeat steps

- Questions?

- Lynette Ward
- AF SBSC
- (210) 536-1317